

REGULATORY BUS



Executive Summary

In 2022, Interbank, one of the leading financial institutions in Peru and part of Intercorp Group, identified that their employees took almost three months to complete the required regulatory courses and had a less than palatable learning and user experience through the completion process. Interbank employees described them as “tedious and tiresome”. Regulatory courses are a set of procedures and good practices adopted by organizations that teach employees how to comply with protocols and avoid future problems. The topics covered in these regulatory courses are Ethics and Compliance, Security and Health, Cyber Security, Prevention of Sexual Harassment, and Fraud Prevention in the workplace.

Furthermore, it is critical to emphasize that any bank or financial institution in Peru, to legally operate, must be up to date in their regulatory courses. In fact, they are supervised by several local entities such as: Superintendence of Banking and Insurance, National Superintendence of Labor Inspection (SUNAFIL), and The Department of Labor. Penalty fees would be imposed in case of lack of compliance. To mitigate penalties and considering the excessive time required for its completion, Interbank started exploring alternative methods to execute these regulatory courses.

In June 2022, Interbank started a partnership with UCIC (Intercorp Corporate University) to develop a new learning program called “Regulatory Bus”. This program was designed to reach over 6,500 employees. Its goal was to achieve 90% participation of Interbank’s employees within the first two weeks and a Net Promoter Score (NPS) of 70% for program recommendation, from 20%. This initiative was implemented through gamification and microlearning. This strategy helped Interbank employees to complete their regulatory courses in a timely manner.

This initiative was implemented in August 2022 and achieved full participation (100%) of Interbank employees. Additionally, it helped to grow the NPS score from 20% to 80%. In the future, the plan is to replicate this approach to ensure consistent and sustainable results. Moreover, evaluations are in progress to replicate similar strategies to other companies within the Intercorp group. This could potentially benefit over 98,000 employees and more than 29 companies around the country.